



**NEIGHBORHOOD
COMMERCIAL
REVITALIZATION
PROGRAM**

CITY OF SAN ANTONIO NEIGHBORHOOD ACTION DEPARTMENT

NEWSLETTER VOLUME 12 ISSUE 1 FALL 2005

2nd Annual NCR HACER Gala

by Veronica Cervera

The 2nd Annual **NCR HACER Gala** was held on November 7, 2005 at the University of the Incarnate Word Sky Room. Hosted by the Neighborhood Action Department and generously sponsored by Citibank, the evening celebrated the success of the NCR program and honored the projects that excelled over the past year. Since the inception of NCR in 1998, projects have witnessed private investment of more than \$81 million, and nearly 3,000 jobs have been created by 202 net new businesses within target areas. Dick Bowers, former City Manager of Scottsdale Arizona, was the guest speaker for the evening. Mr. Bowers discussed the importance of leadership and change in commercial revitalization. "There's a natural tension that arises whenever change occurs, and it's our job to ease that tension and move forward to make a difference. Whenever we meet our goal, we project out our future again."

Mayor Pro Tem Roger Flores, City Council representative from District 1, remarked on the outstanding progress of the NCR Revitalization projects and demonstrated his commitment to the program. "NCR is an example of what businesses, community, and the City working together can accomplish...we are committed to providing the tools needed to help you succeed." Peter Cavazos, area branch manager of the Citibank Service Center, reiterated Citibank's commitment to commercial revitalization. Newly appointed City Manager, Ms. Sheryl Sculley, was also in attendance.



Guest speaker Dick Bowers commented on leadership and the importance of moving forward for change.

News 4 WOAI reporter Matari Jones emceed the event where over 400 City Council members, City department representatives, business owners, non-profit organization board members and representatives, community leaders, and NCR program supporters were in attendance. The coveted Mayor's Best NCR Overall Award went to New Light Village. Other districts took home first and second place honors in various categories. First place winners were designated as Pioneers (those who forge paths for others to follow) while second place awardees were named Pacesetters (those who distinguish themselves as leaders and have also made great strides through the year). A complete list of winners follows on page 2.

This year, the NCR program also honored one business from each corridor with the Best Business Award. Each district selected the winner based on that district's unique criteria. Mad Hatters Tea House & Café, for example, was selected because of their commitment to growing their business and supporting the arts in Southtown.

In addition, the Citiface Award was presented to David's Café owner Mr. David Soto, Jr. of Midtown on Blanco for submitting the façade improvement project with the greatest visual impact. Congratulations to all the winners and thank you Citibank for your continued support!



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NCR HACER Gala Award Winners

★ Helping Hands

Community Partnerships

Pioneer Award: **Southtown**, 129 volunteer members recruited

Pacesetters: **Presa Real**, 91 volunteer members recruited

★ Accelerated Growth

Most Net New Businesses and Most Net New Jobs Created

Pioneer Award: **Austin Highway**

29 net new businesses and 438 net new jobs created

Pacesetters: **New Light Village**

3 net new businesses and 160 net new jobs created

★ Communication Excellence

Best Marketing and Communications Efforts

Pioneer Award: **Southtown**, 23 community events, business owner meetings, newsletters and NCR networking meetings

Pioneer Award: **Austin Highway**, 23 community events, business owner meetings, newsletters and NCR networking meetings

★ Energized Initiative

Highest Private Investment Leveraged

Pioneer Award: **New Light Village**, \$9,170,516 of private investment

Pacesetters: **Austin Highway**, \$4,899,897 of private investment

★ Reclaimed Pride

Most Operation Facelift Grants Awarded

Pioneer Award: **New Light Village**, 4 completed Operation Facelift Grant projects that resulted in \$46,916 of public investment that leveraged \$58,816 in private investment

Pacesetters: **Deco District**, 3 completed Operation Facelift Grant projects that resulted in \$21,197 of public investment that leveraged \$34,197 in private investment

★ Mayor's Best NCR Overall Award

New Light Village, with the creation of 160 net new jobs, 3 net new businesses, and \$9,170,516 of private investment.

★ Citiface Award

David's Café, most visually appealing project for a Citibank façade improvement grant in the amount of \$18,000.

Best Business Awards

- ★ **Austin Highway**—Aloha Roses and Flowers
- ★ **Deco District**—Cool Crest Golf Course
- ★ **EastTown @ Commerce**—Friedrich Lofts
- ★ **Midtown on Blanco**—Law Firm of Martin & Cukjati
- ★ **New Braunfels**—Teresita's Mexican Restaurant
- ★ **New Light Village**—Walton Signage
- ★ **Southtown**—Mad Hatters Tea House and Café



✓ Net New Jobs — 2,955

✓ New Private Investment — \$81,695,646

✓ Net New Businesses — 202

✓ Operation Facelift Grants:

★ \$269,257 completed projects

★ \$42,103 pending completion

NETWORKING BOARD RECEPTION by Bobbye Hamilton



Director David Garza thanked volunteer board members for their efforts this year.

at the San Fernando Cathedral Centre. The event celebrated the previous year's efforts and thanked volunteer board members for their hard work throughout the year. "We're excited about the work the Boards are doing to accomplish shared aspirations for the citizens of San Antonio," said Neighborhood Action Department Assistant Director Paula Stallcup. "This is an opportunity to celebrate our successes as we move forward and set new goals."

Monday October 3, 2005 marked the 1st Annual NCR Networking Board Reception. The reception, hosted by corporate partner Citibank, was held

The Board Reception was a prelude to the NCR HACER Gala and gave both existing and new board members the opportunity to network with other participants in the program. Also in attendance were members from the Avenida Guadalupe Association, a non-profit organization pursuing a NCR Partnership Project and eager to learn from existing program participants.

This quarter, the NCR staff will conduct a formal Annual Review process with each organization in order to communicate the progress of the corridor and set benchmarks for the coming year. In addition, the Annual Review will be an opportunity for NCR staff and the Boards to communicate shared outcomes of the NCR Program. Thanks again to everyone who contributes daily to the success of the NCR program!

**Interested in
serving on
an NCR
Board?
Call the NCR
office at
207-7746
for info.**

BUSINESS OF THE YEAR: NEW BRAUNFELS

Teresita's Mexican Restaurant

901 N. New Braunfels

Owners: Lorenzo & Theresa Moreno

by Hoi Ellis

Among the hundreds of new restaurants N. New Braunfels, directly across the street from Teresita's. Renovation work has already been completed at 902 N. New Braunfels - home of the new Teresita's Fruteria and Take Out Grill. Bright orange, florescent green hues and curvy southwestern architecture make it hard to miss. Teresita's Seafood Restaurant will open in early 2006 and complementary renovations have begun.



In 2003, Lorenzo and Theresa Moreno embarked upon a *small* restaurant venture with a few thousand dollars and faith that people would frequent a family oriented eatery that dished out fresh, homemade, reasonably priced food. Today, because of their commitment to those ideals, they manage a booming, Eastside restaurant conglomerate.

Business is doing so well, the Moreno's purchased what had long been an abandoned pad site located at 902-906

Including the acquisition costs of all the buildings, the Moreno's have invested well over \$250,000 in their *small* restaurant venture. This investment, however, marks the largest personal private investment to date in the New Braunfels Avenue Corridor. Thank you Lorenzo and Theresa Moreno!!

Southtown Volunteer Named Newcomer of the Year by Texas Downtown Association

by Vince Martinez

The Texas Downtown Association (TDA) has recognized Southtown volunteer Lara August, owner of Robot Creative, as Newcomer of the Year. August was honored at the TDA and Texas Main Street Program Annual Conference held November 1-4. For over a decade, the TDA Awards program has celebrated the best projects, people and places in Texas downtowns.

Three years ago August moved her business into Southtown because of the arts-oriented development in the area. In 2004, Ms. August joined on with Southtown's Marketing Committee and was nominated to the 2005 Board of Directors and Chair of the Marketing Committee.

At the 2005 Southtown Planning Retreat, the board prioritized several goals for the Marketing Committee: develop more cooperative advertising options for merchants, promote Southtown as San Antonio's premier arts and entertainment district, develop gateway signage, resurrect the

newsletter that had been dormant for two years, complete the Southtown Informational Map/Brochure and work on an identifiable brand for the organization and district.

While others may have been intimidated, August tackled one issue at a time. She first increased the Marketing Committee's capacity by reaching out to the Southtown creative community. Once in place, the committee held community meetings to survey stakeholders for their opinions on the Southtown area. As a result of these outreach efforts, Southtown has recently announced a new tag line for the arts district, "Historic Neighborhoods • Contemporary Arts" and will soon begin work on a new logo that will represent the entire arts district. The committee plans on releasing a new Arts and Entertainment brochure in early 2006.

For more information on the Southtown Marketing Committee and meeting dates, please call 210-226-0888.



Neighborhood Commercial Revitalization Program

City of San Antonio
Neighborhood Action Department
David D. Garza, Director

NCR Staff:
Adrian Lopez, Program Manager
Veronica Cervera, Sr. ED Specialist
Bobbie Hamilton, Sr. ED Specialist
David Dimaline, Sr. Planner
Claudia Hernandez, Admin Aide

Citiface Winner: David's Café *by David Dimaline*

Citibank is a generous supporter of the NCR program, and one of the many things they have done to assist with neighborhood commercial revitalization efforts is donate \$18,000 for façade improvements. NCR made the grant available to businesses located in each of the NCR Districts with a contest modeled after the Operation Facelift program. Operation Facelift is a grant-funded façade improvement program available to businesses located in NCR Districts. The City matches up to \$15,000 for eligible enhancements such as paint, awnings, roofing, signage, window replacement, and wood replacement.

A call for projects went out to business owners in each of the NCR districts. Applicants obtained at least two bids for each scope of work and provided visual information such as pictures, renderings, and paint swatches.



A total of eleven applications were received. Projects were presented individually to an outside panel of judges which scored the pro-

jects based on overall largest positive visual change, project timeliness, jobs and job creation, and information provided in the proposal.

The panel assigned the highest overall score to David's Café located at 1500 Blanco. Owner David Soto, Jr. has been in business for twenty years. The Texas Historical Commission provided a rendering of the project, which will incorporate three main elements in the scope of work: re-roofing, painting of the entire exterior, and the installation of an awning along the front of the building.

These elements will prove to be a positive improvement not only for David's Café but for the corridor as a whole. Mr. Soto is grateful to Citibank for the generous \$18,000 grant and is excited about the new look for his building.



NCR CALENDAR OF EVENTS

★ **DECEMBER 10— EASTTOWN AFRICAN MARKET
PLACE (COMMERCE STREET)**

★ **DECEMBER 25— CHRISTMAS DAY**
★ **JANUARY 1— NEW YEAR'S DAY**
★ **JANUARY 16— MARTIN LUTHER KING, JR. DAY**
★ **FEBRUARY 20— PRESIDENT'S DAY**